



WSOC-TV

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P.O. Box 37001
Charlotte, NC 28237
ph: (704) 335-4800
fx: (704) 335-4960

Advertiser
Agency
Buyer
Salesperson

Pol/P McCrory/R/Gov/NC (16611)
Smart Media Group (1343)
HANLEN, LINDSAY
Telerep/Philadelphia, Philadelphia (1057)
ph: (555) 555-5555

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

Political - State Candidate (1071)
917923 GOV (132172)
National/Political
917923/06221191
MCCRORY FOR GOVERNOR
MCCRORY FOR NC GOVERNOR

Invoice 633317
Inv Date 9/30/2012
Terms Net 30
Contract 320396
Bill Type Standard
Period 8/27/2012 - 9/30/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 3:04:26PM

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

AgM

Charlotte (WSOC)

DUPLICATE INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.2	Contract Line Remarks:		<u>20/20</u>						
	Spot	10:00:00PM-11:00:00PM	Day, F-1	09/21/12 10:44PM (Fr)	00:30	20/20	PM12106TH	\$3700.00	
2.2	Contract Line Remarks:		<u>DR OZ</u>						
	Spot	4:00:00PM- 5:00:00PM	Day, F-1	09/21/12 4:23PM (Fr)	00:30	DR. OZ SHOW	PM12106TH	\$825.00	
3.2	Contract Line Remarks:		<u>EYEWITNESS NEWS</u>						
	Spot	12:00:00PM- 1:00:00PM	Day, M-1	09/17/12 12:23PM (Mo)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$375.00	
4.2	Contract Line Remarks:		<u>DR OZ</u>						
	Spot	4:00:00PM- 5:00:00PM	Day, M-1	09/17/12 4:16PM (Mo)	00:30	DR. OZ SHOW	PM12106TH	\$825.00	
5.2	Contract Line Remarks:		<u>6P NEWS</u>						
	Spot	6:00:00PM- 6:30:00PM	Day, M-1	09/17/12 6:24PM (Mo)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$1100.00	
6.2	Contract Line Remarks:		<u>NEWS DAYBREAK</u>						
	Spot	6:00:00AM- 7:00:00AM	Day, M-1	09/17/12 5:59AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$850.00	
7.2	Contract Line Remarks:		<u>GMA SATURDAY</u>						
	Spot	8:00:00AM- 9:00:00AM	Day, Sa-1	09/22/12 8:40AM (Sa)	00:30	Good Morning America Saturday	PM12117TH	\$475.00	
8.2	Contract Line Remarks:		<u>6P NEWS SUNDAY</u>						
	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	09/23/12 6:30PM (Su)	00:30	EYEWITNESS NEWS 6P SA-SU	PM12117TH	\$1000.00	
9.2	Contract Line Remarks:		<u>DR OZ</u>						
	Spot	4:00:00PM- 5:00:00PM	Day, Th-1	09/20/12 4:12PM (Th)	00:30	DR. OZ SHOW	PM12106TH	\$825.00	
10.2	Contract Line Remarks:		<u>NEWS DAYBREAK</u>						
	Spot	5:30:00AM- 6:00:00AM	Day, Th-1	09/20/12 5:28AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$425.00	
11.2	Contract Line Remarks:		<u>6P NEWS</u>						
	Spot	6:00:00PM- 6:30:00PM	Day, Th-1	09/20/12 6:29PM (Th)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$1100.00	
12.2	Contract Line Remarks:		<u>GMA</u>						
	Spot	7:00:00AM- 8:00:00AM	Day, Th-2	09/20/12 7:25AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
	Spot	7:00:00AM- 8:00:00AM	Day, Th-2	09/20/12 7:59AM (Th)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
13.2	Contract Line Remarks:		<u>NIGHTLINE</u>						
	Spot	11:35:00PM-12:05:00AM	Day, Tu-1	09/18/12 11:56PM (Tu)	00:30	Nightline	PM12106TH	\$500.00	
14.2	Contract Line Remarks:		<u>EYEWITNESS NEWS</u>						
	Spot	12:00:00PM- 1:00:00PM	Day, Tu-1	09/18/12 12:13PM (Tu)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$375.00	
15.2	Contract Line Remarks:		<u>DR OZ</u>						
	Spot	4:00:00PM- 5:00:00PM	Day, Tu-1	09/18/12 4:23PM (Tu)	00:30	DR. OZ SHOW	PM12106TH	\$825.00	
16.2	Contract Line Remarks:		<u>NEWS DAYBREAK</u>						
	Spot	5:30:00AM- 6:00:00AM	Day, Tu-1	09/18/12 5:52AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$425.00	
17.2	Contract Line Remarks:		<u>GMA</u>						
	Spot	7:00:00AM- 8:00:00AM	Day, Tu-1	09/18/12 7:55AM (Tu)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
18.2	Contract Line Remarks:		<u>NIGHTLINE</u>						
	Spot	11:35:00PM-12:05:00AM	Day, W-1	09/19/12 11:56PM (We)	00:30	Nightline	PM12106TH	\$500.00	
19.2	Contract Line Remarks:		<u>EYEWITNESS NEWS</u>						
	Spot	12:00:00PM- 1:00:00PM	Day, W-1	09/19/12 12:11PM (We)	00:30	EYEWITNESS NEWS 12P	PM12106TH	\$375.00	



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20.2	Contract Line Remarks:		DR OZ						
	Spot	4:00:00PM- 5:00:00PM	Day, W-1	09/19/12 4:20PM (We)	00:30	DR. OZ SHOW	PM12106TH	\$825.00	
21.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day, W-1	09/19/12 6:23PM (We)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$1100.00	
22.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 7:00:00AM	Day, W-1	09/19/12 6:54AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$850.00	
23.2	Contract Line Remarks:		CHEW						
	Spot	1:00:00PM- 2:00:00PM	Day, F-1	09/21/12 1:31PM (Fr)	00:30	The Chew	PM12106TH	\$375.00	
24.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:30:00AM- 6:00:00AM	Day, F-1	09/21/12 5:44AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$425.00	
25.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day, F-1	09/21/12 6:30PM (Fr)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$1100.00	
26.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 7:00:00AM	Day, F-1	09/21/12 6:29AM (Fr)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$850.00	
27.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day, F-1	09/21/12 7:49AM (Fr)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
28.2	Contract Line Remarks:		NIGHTLINE						
	Spot	11:35:00PM- 12:05:00AM	Day, M-1	09/17/12 11:57PM (Mo)	00:30	Nightline	PM12106TH	\$500.00	
29.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:30:00AM- 6:00:00AM	Day, M-1	09/17/12 5:44AM (Mo)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$425.00	
30.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day, M-1	09/17/12 7:29AM (Mo)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
31.2	Spot	7:00:00AM- 8:00:00AM	Day, Su-1	09/23/12 7:28AM (Su)	00:30	EYEWITNESS NEWS SUNDAY 6-8A	PM12117TH	\$300.00	
32.0	Spot			09/20/12			1 preempt @ \$650.00	\$0.00	Program Change
33.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 7:00:00AM	Day, Th-1	09/20/12 6:44AM (Th)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$850.00	
34.2	Contract Line Remarks:		6P NEWS						
	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1	09/18/12 6:22PM (Tu)	00:30	EYEWITNESS NEWS 6P	PM12106TH	\$1100.00	
35.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	6:00:00AM- 7:00:00AM	Day, Tu-1	09/18/12 6:44AM (Tu)	00:30	EYEWITNESS NEWS DAYBREAK 6A	PM12106TH	\$850.00	
36.2	Contract Line Remarks:		NEWS DAYBREAK						
	Spot	5:30:00AM- 6:00:00AM	Day, W-1	09/19/12 5:53AM (We)	00:30	EYEWITNESS NEWS DAYBREAK 5A-6A	PM12106TH	\$425.00	
37.2	Contract Line Remarks:		GMA						
	Spot	7:00:00AM- 8:00:00AM	Day, W-1	09/19/12 7:27AM (We)	00:30	GOOD MORNING AMERICA 7A-8A	PM12106TH	\$775.00	
38.1	Contract Line Remarks:		NN						
	Spot	12:00:00PM- 12:30:00PM	Day, Sa-1	09/22/12 12:09PM (Sa)	00:30	EYEWITNESS NEWS 12P 5A-5U	PM12107TH	\$275.00	
39.1	Contract Line Remarks:		NIGHTLINE						
	Spot	12:07:04AM- NIGHTLINE	Day, Th-1	09/20/12 12:26AM (Th)	00:30	Nightline	PM12106TH	\$500.00	M/G For 32.0.1
40.0	Spot	9:00:00PM- 10:00:00PM	Per week (1), Fr	09/21/12 9:44PM (Fr)	00:30	WHAT WOULD YOU DO?	PM12106TH	\$3000.00	



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Comments **MCCRORY FOR GOVERNOR**
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41.0	Spot	9:00:00AM-10:00:00AM	Per week (1),Su	09/23/12 9:22AM (Su)	00:30	THIS WEEK WITH CHRISTIANE AMANPOUR	PM12107TH	\$600.00	
42.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Mo,Tu,We,Th,Fr	09/19/12 7:28PM (We)	00:30	ENTERTAINMENT TONIGHT	PM12106TH	\$850.00	
42.0	Spot	6:58:00PM- 7:30:00PM	Per week (2),Mo,Tu,We,Th,Fr	09/20/12 7:27PM (Th)	00:30	INSIDE EDITION	PM12106TH	\$850.00	
43.0	Spot	7:58:28PM-NFL NETWORK	Day,Th-1	09/20/12 8:55PM (Th)	00:30	NFL NETWORK THURSDAY NIGHT FOOTBALL 2012	PM12106TH	\$15000.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.

Gross Total	\$50,200.00	Total Spots	44
Commission	(\$7,530.00)		
Net Total	\$42,670.00		